

EuropeAid/ 132466/C/SER/Multi

**Eastern Partnership territorial cooperation support
programme**

**Communication Guidelines
for the EaPTC Communication
Network Training**

October 2014

1. Table of Contents

Introduction	3
1. Use of the EU Logo	3
2. Publications produced by the EaPTC Programme	4
3. Conference and Seminars organized by the EaPTC Programme	5
4. EaPTC Programme’s website.....	6
5. EaPTC Promotional Items	6
6. Photographs	7
7. Audiovisual productions.....	7
8. Summary –REMINDER: Basic EU Visibility Elements.....	7

Introduction

The Communication Guidelines for EaPTC Programme has been developed to ensure that actions that are undertaken under the EaPTC Support Programmw cover the written and visual identity of the EU. In addition the guidelines set out general requirements for written material, press conference, presentations, invitations, signs, and all other tools used to highlight EU participation.

It should be noted that in this paper we used excerpts from the EU visibility guidelines.

The EaPTC network of information Multipliers are requested to follow these guidelines to ensure visibility of EU. Information and publicity measures should accompany all activities that are part of the EaPTC Programme.

1. Use of the EU Logo

All the visual applications of the publicity and information measures require the use of the EU logo and text describing the funds involved.

It should be noted that the EU flag must be prominently displayed as specified in the manual COMMUNICATION AND VISIBILITY MANUAL for European Union External Actions at:

http://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf

The common element branding all EU funded actions is the EU Flag. It has 12 yellow five – pointed stars on a blue background. The number of stars does not change according to the number of EU Member States as twelve is symbol of perfection, completeness and unity. The blue and yellow colours should be used whenever possible since the logo is more striking in colours. The standard colours are “Pantone Reflex Blue” and Pantone Yellow”. The international Pantone range is widely available and easily accessible, also for non-professionals. The flag should be printed on a white background and multicolour backgrounds should be avoided - especially those involving a colour that clashes with blue.

More detailed instructions can be found in Annex A1 of the Inter-institutional style guide available from the following site: <http://publications.europa.eu/code/en/en-000100.htm>

The graphic identity of the EU must enjoy an equally prominent place and size as that of the contractor or implementing partner – or the EaPTC logo (see Annex 2 of the Communication and Visibility Manual of the EU External Actions).

The EU flag in newsletters and other graphic presentations must be used in its entirety, without any alterations or additions made to it. If the size of the logo is altered in order to meet the needs of the material, the proportions must not be changed.

In addition the following disclaimer should always accompany the EU Flag «**The Programme is funded by the European Union**». The size of the fonts should be proportionally equivalent to the size of the flag.

2. Publications produced by the EaPTC Programme

Generally the following EU visibility information must appear in all publications:

- 1- The visible EU logo should be used on the front page, as described in the section: Use of the EU Logo followed by the phrase: The Programme is funded by the European Union
- 2- The name of EaPTC Support Programme should follow
- 3- Middle part of the cover page should contain name of any Projects related to this
- 4- Lower part on the cover page should contain the name and logo of the Altair Asesores – led Consortium
- 5- The following disclaimer must appear on the lower part of the page

“This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of Altair Asesores-led Consortium and can in no way be taken to reflect the views of the European Union”

In addition an EU definition should be included on the back of the publications for the EaPTC Programme – it should be a short paragraph about the Programme – like the following:

“Territorial cooperation programmes open an opportunity for Eastern Partnership countries to identify and jointly address common challenges in their border regions towards sustainable economic and social development at local level.

EaPTC comprises four territorial cooperation programmes: Armenia – Georgia, Azerbaijan – Georgia, Belarus - Ukraine and Moldova – Ukraine.”

In addition on the last page of the publication /or last page of the outer layer of leaflet / brochure, the following should be written:

For more information contact:

**Palati Business Centre, Office 411
19, D. Gamrekeli St., Tbilisi 0160, Georgia**

Tel: +995 322 36 90 74
Tel: +380 44 332 66 08 (Ukraine)

It is highly recommended that leaflets / brochures have photos that illustrate the results and impact of the action with a purpose to show effects and changes the EaPTC Programme achieving or how the Programme is progressing and working.

It is important to remind that prior to the printing or sending out of any leaflet, brochures or a press release, final draft paper must be sent to the Key Communication Expert Ms. Tatiana Derevyankina at: tatiana.derevyankina@eaptc.eu

Publications that can be used for the EaPTC Programme:

Press releases: can be a very useful contribution to the communication activities around the action. The press release should be always issues at the start of all actions. The templates of the press-realise in English and Russian are available.

Leaflets: can provide basic factual information and the address where more information can be found.

Brochures: can go into a greater detailed highlighting the context, including interviews with stakeholders etc. The EaPTC Brochure will be published once the grant projects of four Territorial Cooperation Programmes are awarded.

Newsletters: are characterized by their regularity and can be issued to inform on the progress of EaPTC Programme.

It should be always taken into consideration that publications should always be tailored to the audience in question and focus on the intended results of the action.

Information concerning the templates and examples of the press releases, leaflets, reports banners newsletter etc can be obtained from Annex 3 of COMMUNICATION AND VISIBILITY MANUAL for European Union External Actions at:

http://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf

3. Conference and Seminars organized by the EaPTC Programme

For the conference or events organized by EaPTC Programme, the following information should appear on all conference/ seminar/ event materials:

(EU Logo) “**Conference organized with financial support from the European Union**”

The above information must appear on the first page of all conference materials and on any posters related to the event.

For any events that EaPTC Programme is involved –financially- and not only the Key Communication Expert Ms. Tatiana Derevyankina should be always informed, and, depending on the level and scope of the event, invited. For any visibility materials the EaPTC Programme should be consulted.

Event that can be organized for the EaPTC Programme:

Press Conferences: are organized in the context of the communication and visibility plan and should be always organized in co-operation with the Commission.

Press visits: by journalists may offer additional visibility to the EaPTC Programme. Such visits should be well- timed and focus on tangible achievements.

Public Events and Visits: may offer excellent opportunities for generating in an action's particular achievements. Such events can include conferences, workshops, seminars, fairs, and exhibitions

Information concerning the templates and examples of the press releases, leaflets, reports banners newsletter etc can be obtained from Chapter 4 of COMMUNICATION AND VISIBILITY MANUAL for European Union External Actions at:

http://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf

4. EaPTC Programme's website

It is recommended to make the information about the project available online. The website should be regularly updated with the outputs of the activities of the Programme. Specifically the following sections (sub-sites) should be updated in English and Russian:

- 1- EaP Territorial Cooperation: Armenia – Georgia
- 2- EaP Territorial Cooperation: Azerbaijan – Georgia
- 3- EaP Territorial Cooperation: Belarus – Ukraine
- 4- EaP Territorial Cooperation: Moldova - Ukraine

The site should be always updated in close co-operation with the Key Communication Expert Ms. Tatiana Derevyankina who can ensure coherence and provide more info where is necessary.

5. EaPTC Promotional Items

Promotional items should be distributed when specified in the communication strategy of an action /or if it is agreed within the EaPTC programme. T- shirts, caps and pens can be produced as promotional items- but always upon agreement with the Key Communication Expert.

The promotional items produced should be clearly identified with the EU flag and if possible carry the words “European Union” and key messages or key phrases related to EaPTC Programme.

Information concerning the templates and examples of the press releases, leaflets, reports banners newsletter etc can be obtained from Chapter 4 of COMMUNICATION AND VISIBILITY MANUAL for European Union External Actions at:
http://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf

6. Photographs

Photographs showing the progress of all the actions of the EaPTC Programme should be taken where appropriate to present the progress of actions and events related to these.

Information concerning the templates and examples of the press releases, leaflets, reports banners newsletter etc can be obtained from Chapter 4 of COMMUNICATION AND VISIBILITY MANUAL for European Union External Actions at:
http://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf

7. Audiovisual productions

Audio-visual material may be appropriate, but can be expensive to produce, so should only be prepared when there is a realistic chance of it being distributed by the media. However, small video clips can be produced very simply for displaying on web sites or other Social Media, or publicity material.

8. Summary –REMINDER: Basic EU Visibility Elements

EU flag/ logo
Financial Statement
Disclaimer
EU Definitions
Information about the Programme

Contacts of Implementing partners (link to EaPTC Programme website)